The People's Guide

Lethbridge Business and Professional

CLASSIFIED DIRECTORY

1949

UNITED CABS

LETHBRIDGE LTD.

Phones 2224 - 3838 - 4440

OUR CARS ARE EQUIPPED AND DISPATCHED WITH TWO-WAY RADIOS

PROMPT COURTEOUS SERVICE

Ph. 4566 Ph. 4566

CITY TAXI

24-HOUR SERVICE
TRIPS ANY WHERE

Heated Cars for Quick, Efficient Pervice

Prop.: G. Feterson and A. To mana

Prop.: G. Feterson and A. To naug

O 1

CNITED

CABS

3838

2224 - UNITED CABS - 3838

Western U Drive

Phone 4038

RENT A CAR AND DRIVE YOURSELF

1236 3rd Ave. S.

LETHBRIDGE, ALBERTA

This directory has been made possible through the courtesy of the businessmen of Lethbridge represented by the firms appearing in this guide.

UNITED CABS

LETHBRIDGE LTD.

Phones 2224 - 3838 - 4440

OUR CARS ARE EQUIPPED AND DISPATCHED WITH TWO-WAY RADIOS

PROMPT COURTEOUS SERVICE

The City's Newest Taxi Service

STAR * TAXI

AND NEWS STAND

710 - 3rd Avenue South

POLICE MAGISTRATE 2756

LETHBRIDGE

PHONE 4458

24-Hour Service.

For Trips Near or Far-Call a Star Bill Gibboney, Mgr.

IMPORTANT PHONE NUMBERS

FIRE	3333	INFORMATION	
POLICE AMBULANCE		TROUBLE	
AMBOUANOD	La recipiante de la companiona de la compa		
	CIVIC O	FFICIALS -	
MAYOR	2284	TREASURER	3553
CITY MANAGER		CHIEF OF POLICE	3808
CITY CLERK		FIRE STATION	3333

JORDAN'S RADIO and REFRIGERATION SERVICE

443 19 St. N.

Phone 2593



Phone 2593

RADIO

19 Years' Experience Government Licensed Members of Associated Radio Technicians of Alberta Sound Systems Serviced and for Rent

REFRIGERATION

Semi-Sealed Units Commercial and Domestic . Specialize in

COLD SPOT SERVICE

70.3.25/4

DED 1923		~		7.00	1000	TS
884 102	r as r	80 Z 50	"解"的"粉"。	484 FR	F 925 9	22 N ~
	r and r	ALLY DI			O DO	

RITCHIE PATERSON & CO., 5-6 Acadia Bldg. - - - - 2619

AMBULANCES

CHRISTIANSEN BROS., 327 10th St. S. - - - - - 2802

AUCTIONEERS

E. NEWBY, 636 5th St. S. - - - - - - - 4203

AUCTIONEERS AND LIVESTOCK DEALERS AND APPRAISERS







MARLOW NEWBY

J. W. NEWBY

TED NEWBY

SPECIALIZING IN FANCY SADDLE HORSES
Livestock Sales, Farm Sales, Real Estate Sales & Automobile Sales
We give you Better Service at your Auction
Phones: Office, 2454 — Res., 4203 636 5th St. S., Lethbridge

AUTO PARTS AND ACCESSORIES RETAIL

ARCTIC SERVICE STATION, Cor. 3rd Ave. & 13th St. - 4162
COMMERCIAL SERVICE, 1903 3rdA S. - - - - - 2087
GALT SERVICE STATION, Cor. 4th Ave. & 9th St. - 2728
HOPP BROS. GARAGE, 1511 3rd Ave. S. - - - - 2728
IMPERIAL MOTORS LTD., 413 6th St. S. - - - - 2505

LETHBI	RIDGE	PEOPLE'S	GUIDE

		LETHBEI	PEC	G	GUIDE					3		
LYLES	AUTO	SERVICE,	404	4th	Ave.	-	-	-	-	-	-	2769
·		LYLE'	S A	U T O	REF	A]	ıRs	3				

Receding and Value Refacing and Inserts Installed on all Tractor Heads

GENERAL CAR REPAIRING — ACCESSORIES

Across from Rear Alexander Hotel

404 4th Ave. S.

LYLE BOUCK, Prop.

Phone 2769

MARQUIS MOTORS, Cor. 4th Ave. & 7th St. S	3736
NORTH LETH. MOTORS & AUTO WRECKERS 311 13th St N	3181
PYRAMID MOTOR SALES, 435 5th St. S	3633
RED HEAD TIRE & BATTERY, 402 4th Ave. S	3655
RIVERVIEW GARAGE, 616 4th St. S	3881
SHORT STOP SERVICE STATION, 4th Ave. & 8th St. S	4167

AUTO WRECKERS

NORTH LETH. MOTORS & AUTO WRECKERS, 311 13th St. N. 3181

NORTH LETHBRIDGE MOTORS & AUTO WRECKERS

NEW AND USED CAR PARTS

VULCANIZING - ARMATURES - GLASS - BATTERIES TIRES - WELDING

313 13th Street North

Phone 3181

AWNINGS

GRAHAM	&	JELPS.	611	6th	Ave	. S.	-	 -	-	-	-	3470
SHAMES	Ш	PHOLST	ERIN	iG (CO	5th	Āve	 _	_	_	_	

L	ETHBR	IDGE	PEOPL	E'S	GUIDE
---	-------	------	-------	-----	-------

BAKERIES

McGAVIN'S BAKERY, 1502 3rd Ave. S.

4488

Don't say "BREAD"

Say McGAVIN'S

McGAVIN BAKERIES LTD.

Lethbridge, Alberta

BATTERIES

SEE AUTO PARTS & ACCESSORIES

BEAUTY PARLORS

THE BEAUTY BOX, 539 5th St. S.

- - - 4251

For Your Next Permanent Have

RADIO WAVE

 \mathbf{AT}

THE BEAUTY BOX

539 5th Street South

New Scientific Process that Reconditions the Hair as it

Phone 4251

Experienced Operators

Lo'RIEL BEAUTY SALON, York Hotel - -70121 LUCILLE'S BEAUTY SHOP, 242 13th St. N. - - - -

Lucille's Beauty Shop

Formerly Robinson's

REMEMBER WHEN IN NEED OF SHAMPOOS - WAVES - PERMANENTS - TINTS - DYES

DIAL 3313 FOR SERVICE No Appointments Needed

242 13th Street West

Phone 3313

UNIQUE BEAUTY SHOP, 618 5th St. S. - - - - 4477

UNIQUE BEAUTY SHOP

COLD WAVING A SPECIALTY MANICURING - MARCELLING - FACIALS - FINGER WAVES ALL TYPES OF BEAUTY CULTURE

Prop. LAURA GILES

618 5th Street South

Phone 4477

VOGUE BEAUTY PARLOR, 408 13th St. N. - - - - 2287

VOGUE BEAUTY PARLOR

UP-TO-DATE HAIR STYLING PERMANENTS FOR EVERY TYPE OF HAIR SOFT WATER SHAMPOOS

408 13th St. N. JEANNIE WILLIAMS, Prop. Phone 2287

BILLIARDS

Acme Billiards

Mgr. Alex Persely

246 13th St. North LETHBRIDGE, ALBERTA

BOOKSELLERS

CHRISTIAN SUPPLIES BOOK & GIFT SHOP, 706A 3rd Ave. S.

4245

BOOTS AND SHOES				
BON TON SHOES, 505 4th Ave. S GREEN'S SHOE STORE, 311 5th St. S	-	-	-	3784 2982
BUILDERS SUPPLIES			ı,	
ADVANCE LUMBER CO., 13th St. S. & 2nd Ave. BEAVER LUMBER CO. LTD., 3rd Ave. & 17th St.	s.	-	-	2063 3516
BUSSES				

NORTHERN BUS LINES AND NORTHERN AUTO SUPPLY

GAS-OIL-REPAIRS

Western Flyer—Buses—School Vans
Evans Heaters and Defrosters—Semi-Trailers
PHONE 3536

CAFES AND LUNCH COUNTERS BENNY'S COFFEE SHOP, 412 5th St. S. - - - -

Benny's Coffee Shop



CIGARETTES - LUNCHES

The Meals are Delicious

CLUB CAFE, 322 5th St. S. - - -

2149

CLUB CAFE



ICE CREAM, SOFT DRINKS, TOBACCOS CIGARETTES

THE BEST PLACE TO EAT

SHAN GRI-LA CAFE, 5th St.

Shan-gri-la Cafe

ICE CREAM



SOFT DRINKS

Most Modern Cafe in the City

5th STREET

LETHBRIDGE

STEAK SHOP, 3rd Ave. & 8th St.



STEAK SHOP

ICE CREAM CIGARETTES

"BEST STEAKS IN TOWN"

YORK COFFEE SHOP, York Hotel, 13th St. N.

York Coffee Shop

ICE CREAM SOFT DRINKS - LUNCHES

Meals at All Hours

Cor. 13th St. & 3rd Ave. N. Mrs. Ness, Prop.

YALE CAFE, 212 5th St. S.

3963

YALE CAFE

WE HAVE SPECIAL CHINESE DISHES



PREPARED FOR ALL OCCASIONS Phone 3963

5th Street

Open-6 a.m. to 1 a.m LETHERIDGE

CARTAGE AND TRANSFERS

BEAVER DELIVERY, 208A 5th St. S.

3833

Beaver Delivery

MOVING - CARTAGE - LIGHT DELIVERY

Phone 3833

208A - 5 Street S.

LETHBRIDGE

McLEAN TRANSFER, 640 6th St. S.

2097

McNEELY BROS., 305 5th Ave. S.

2520

McNeely Bros.

GENERAL HAULING

COAL, SAND AND GRAVEL

301 - 5 Avenue S.

Phone 2520

ROBERTSON TRANSFER, 410 3rd Ave. S. - -

2684. 2065

ROY'S DELIVERY, 516 5th Ave. S.

4069

Roy's Pick-up & Delivery Service

FURNITURE MOVING
BAGGAGE & LIGHT DELIVERIES

Prompt Efficient Service

PHONE 4069

Proprietor: Roy Westman

CLEANERS AND DYERS

BENJAMIN TAILORS, 418B 5th St. S.

2935

IT'S CLEAN FROM

BENJAMIN'S

CLEANERS — TAILORS

Phone 2935

418B - 5th Street S.

LETHBRIDGE

PERLUX CLEANERS, 410 5th St. S. -

3666

Perlux Dry Cleaning

Your "Family Dry Cleaner"

ALTERATIONS AND REPAIRS

Two Doors North of the Capitol Theatre

Phone 3666

CLOTHING

"LA KAY'S",	304 13th	St. N.		-	-	-	-	-	
MARIE-LOUIS	E SHOP,	217 7th	St. S.		-	-	-	-	4148
McARTHUR'S	LADIES'	WEAR.	509	4th	Āve	S		_	265

CONFECTIONERS

AIRWAY GROCERY, 14th Ave. S. on Cou	itts Hi	ghway	•	914133
BENNY'S COFFEE SHOP, 412 5th St S.	•		•	4245
CLUB CAFE, 322 5th St S	•		-	2149
ROBALS GROCERY, 320 13th St N	-		-	3951
LETHBRIDGE FISH & CHIPS, 420 13th St.	N.		-	2186
SHAN-GRA-LA CAFE, 5th St.				
STEAK SHOP, 3rd Ave & 8th St			-	
YALE CAPE, 212 5th St	-			3963
YORK COFFEE SHOP, York Hotel, 13th St	N			

CONTRACTORS

BIRD CONSTRUCTION CO. LTD., 3rd Ave & 14th St. S. 2143

BIRD CONSTRUCTION CO. LIMITED

CONTRACTORS AND ENGINEERS



Phone 2143

1321 3rd Ave. South

LETHBRIDGE, ALTA.

GENERAL CONSTRUCTION CO. LTD., No. 1 Morris Bldg.

2939

GENERAL CONSTRUCTION CO. LTD.

ENGINEERS AND CONTRACTORS

Carry-Alls - Draglines, Etc.

Ready Mixed Concrete

1 Morris Bldg., 516 - 3 Ave. S.

Phone 2939

KENDALL CONSTRUCTION CO. LTD., 1804 7th Ave. S. 2259

H. KENDALL CONSTRUCTION

BUILDING PRODUCTS - BUILDING HARDWARE DISPLAY COUNTERS - STORE AND OFFICE FIXTURES CONCRETE WORK - CABINET WORK DISPLAY SHOW CASES

1515 3rd Avenue South LETHBRIGE, ALTA. Phone 2259

LETHBRIDGE SAND & GRAVEL CO., River Bottom - 3610

OLAND CONSTRUCTION CO., 955 13th St. S. - -

3621

OLAND CONSTRUCTION CO.

CONTRACTORS & BUILDERS

40 Years operation in Southern Alberta

3621

D. G. Oland D. H. Oland J. H. Oland

4132

4556

955 13th Street South LETHBRIDGE, ALBERTA

SHAND & LITTLE, 821 15th St. S. -

W. B. Shand

BUILDING CONTRACTOR

821 - 15 Street S.

Phone 3866

SOUTHERN ALBERTA CONSTRUCTION CO., 1601 3 Ave. S. 3196

Southern Alberta Construction Ltd.

GENERAL CONTRACTORS

WHERE YOU GET THE BEST

Phone 3196

1601 3rd Ave. South

LETHBRIDGE, ALTA.

CREAMERIES AND DAIRIES

CRYSTAL DAIRY, 434 8th St. S. - -

2576

CRYSTAL DAIRY

ALL
PURE DAIRY PRODUCTS

Order Dept.—516 - 5 Avenue S.—4124
Office—4095

PURITY DAIRY, 516 5th Ave. S. - - - -

4124

MILK - CREAM - BUTTER

Sanitary Dairy Products

DECORATORS

IRVINE	BRUCHET,	Decora	lor, 51	7 12th	St.	A	N		•	3706
LEN BR	UCHETT, 3	29 11th	St. S.					-		3706

LEN BRUCHET DECORATORS



PHONE 3706

SEE US FOR ALL DECORATING
329 11th St. S. LETHBRIDGE, ALTA.

CITY DECORATORS, 635A 11th St. S - - - 4475

E. E. RIETHMAN, Decorator, 2104 7th Ave. S. - 5141

E. E. REITHMAN

for artistic

INTERIOR DECORATING

2104 - 7th Avenue S.

Phone 5141

C. M. WELLINGTON, 611 10th St. S.

2472

C. M.WELLINGTON

The Decorators

EST, 1907

PAINTING AND DECORATING

Good Job Every Time-Estimates Freely Given

Phone 2472

Res. 611 10th St. S.

DRESSMAKERS

C. NAKAMURA, 234 13th St. N. - -

C. NAKAMURA.

DRESSMAKING — ALTERATIONS
234 13 STREET NORTH

DRIVE YOURSELF CARS

WESTERN U-DRIVE, 1236 3rd Ave.

4038

DRUGGISTS

McCAFFREY'S DRUGS, 414 13th St. N.

3445

McCAFFREY'S

THE PEOPLE'S DRUG STORES

3445-Phone-2205

As Near As Your Telephone

414 - 13 Street North - 331 - 5 Street South LETHBRIDGE, ALTA.

McCAFFREY'S DRUGS, 331 5	th S	5t. S	3.
--------------------------	------	-------	----

2205

YORK PHARMACY, 13th St., York Hotel

2453

YORK PHARMACY

For

COMPLETE DRUG STORE SERVICE

W. P. SKELTON, B.Sc.

York Hotel Bldg.

PHONE 2453

13th St. N.

ELECTRICAL APPLIANCES

BARRETTS'S HOME APPLIANCES

4554

Barrett's Home Appliances

General Electric Sales and Service
We repair all Electrical Appliances
regardless of make

4554 PHONE 4554

OWNED AND OPERATED BY MORRIS & BARRETT

KEPLER'S RADIO & APPLIANCE SHOP, 322A 7th St. S. 4338

McKENZIE ELECTRIC CO., 706 3rd Ave. S.

3637

WESTINGHOUSE SALES AND SERVICE

McKenzie Electric Ltd.

(W. H. Roger, Technician)

Guaranteed Service for

PRÉMIER CLEANERS

706 - 3rd Avenue S.

Phone 3637

MIDY	WEST	ELEC 1	RIC	CO.	LTE).,	1263	3rd	Ave.	S.	-	-	3774
ROY	ELEC	CTRIC,	406	5th	St.	S.	-	-	-	-	-	-	3735
		EL	ECI	rri	CAL	, (CON	ITR	ACT	OR	S		
KEPL	ER'S	RADIC) & <i>i</i>	APPI	.IAN	CE	: SH	OP,	322A	7th	St.	s.•	4338
McKI	ENZIE	RADI	3 O	APP	LIAP	(C)	E SH	OP,	322Ā	7th	St.	S.	4338
MID	NEST	ELEC'	[RIC	CO	., 12	63	3rd	Ave	. S.	-	-	-	3774
DOV	DI DC	TDIC	406	5+1	G+	c						-	2725

THE ROY ELECTRIC COMPANY

Owned and Operated by

WATSON, HUTTON & WATSON

ELECTRICAL CONTRACTING

FRIGIDAIRE SALES

MOTOR RE-WINDING

406 5th Street

LETHBRIDGE

Phone 3735

FLORISTS

MARQUIS FLOWER SHOP, Marquis Hotel - 4377, 4133

FISH AND CHIPS

LETHBRIDGE FISH & CHIPS, 420 13th St. N. - - 2186

LETHBRIDGE FISH and CHIP SHOP

A Treat to Eat if Bought From Us

GROCERIES - CONFECTIONS - FRESH PASTRIES SOFT DRINKS - ICE CREAM

A. I. LAPP, Prop.

420 13th St. N. Phone 2186

FUNERAL HOME

CHRISTIANSON FUNERAL HOME, 327 10th St. S. - 2802

FUR AND HIDES

H. W. ADAMS, Implement Dealers, 512 4th St. S. - - 2981

H. W. ADAMS

FURS BOUGHT AND SOLD

HIGHEST PRICES PAID

FURNITURE - RETAIL

CONSUMERS HARDWARE CO., 516 3rd Ave. S	2919.	2920
HICK HARDWARE CO., 618 3rd Ave. S	-	3762
HOYTS' HARDWARE CO., 608 3rd Ave. S.	3863,	3860
LONG'S FURNITURE STORE, Hull Blk., 3rd Ave. S.		2369

C. A. LONG & COMPANY

FURNITURE DEALERS



Noted OR INER

Hull Block

Phone 2369

MORRIS & BARRETT HARDWARE, 318 6th St. S

2383

SYKES IMPERIAL FURNITURE STORE, 326 6th St. S. - 2060

SYKES IMPERIAL FURNITURE STORE

THE STORE THAT SETS THE PACE



FAMOUS FOR FINE FURNITURE Phone 2060 326 - 6 Avenue S.

GARAGES

BANNERMAN MOTORS, Corner 3rd Ave & 13th St S 4162

BANNERMAN MOTORS

NASH MOTOR CARS & TRUCKS COMPLETE SERVICE

> Office and Sales - 2045 Parts and Service - 2645

Cor. 9th Ave. & 4th St. S.

LETHBRIDGE, ALBERTA

23

COMMERCIAL SERVICE, 1903 3rd Ave. S. -

2087

Commercial Service

TRACTOR AND DIESEL SERVICE

F. E. Gorham D. C. Van Horne

Phone 2087

1903 - 3 Avenue S.

GALT SERVICE STATION, 4th Ave. & 9th St. S., -. - 2728

HOPP BROS. GARAGE, 1511 3rd Ave. S. - - - 4406

HOPP BROS. GARAGE

FRIENDLY & EFFICIENT SERVICE

GAS, OILS, GREASES TIRES, TUBES, REBORING

Phone 4406

J. Hopp

1511 3rd Ave. S.

Ed.Hopp

2505

IMPERIAL MOTORS LTD.

Southern Alberta Distributors for CHRYSLER, PLYMOUTH PASSENGER CARS FARGO TRUCKS and B. F. GOODRICH TIRES



Phones:

2887 Service — 2505 Sales — 3049 Gen. Office 4314 Goodrich Tires (13-7 6th Street South LETHBRIDGE, ALBERTA

LYLES AUTO SERVICE, 404 4th Ave
MARQUIS MOTORS, 1st Ave. & 7th St S.

2769 3736

MARQUIS MOTORS



"THE HOME OF PERSONAL SERVICE"

Distributors of DODGE & DESOTO CARS and DODGE TRUCKS

Box 354

NORTH LETHBRIDGE MOTORS & WRECKERS, 311 13 St. N. 3181

PYRAMID MOTOR SALES, 435 5th St. S.

3633

PYRAMID MOTOR SALES LTD. Sales and Service



FORD -- MONARCH
"The Home of Ford"

RED HEAD TIRE & BATTERY, 402 4th Ave. S. - - 3655

RED HEAD

TIRE AND BATTERY SERVICE—BODY WORK

J. A. Kulpas

PHONE 3655

402 4th Ave.

RIVERVIEW GARAGE, 616 4th St. S.

3881

Riverview Garage

GAS - OILS - TIRES
PARTS AND SERVICE

616 - 4th STREET S.

PHONE 3881

SHORT STOP SERVICE STATION, 4th Ave & 8th St. - 4167

"SHORT STOP" SERVICE STATION

Phone 4167

SKY CHIEF GASOLINE WASHING AND LUBRICATION

"Lethbridge's Complete One-Stop Service"

4th Ave. and 8th St.

H. E. (Dutch) Smith, Prop.

GIFT SHOP AND CHINAWARE

CHRISTIAN SUPPLIES BOOK & GIFT SHOP, 706 3rd Ave. S

CHRISTIAN SUPPLIES, BOOK & GIFT SHOP



BIBLES, SONG BOOKS, STORY BOOKS, PLAGUES, NOVELTIES, RECORDS GREETING CARDS, LEATHER GOODS SUNDAY SCHOOL SUPPLIES

Above McKenzie Electric

Prop M I Roycroft

706A 3rd Ave. S.

CONSUMERS' HARDWARE, 516-518 3rd Ave. S. 2919, 2920

CONSUMERS HARDWARE & SUPPLY

CHINA AND GIFTWARE

516-518 3rd Avenue South

President

M. F. WHIMSTEP

Vice-President

D. J. WHIMSTEP

GROCERS

AIRWAY GROCERY, 14th Ave. S. on Coutts Highway 914133

AIRWAY GROCERIES

GROCERIES — VEGETABLES — FRUIT — FRESH MEAT ICE CREAM — ALL CONFECTIONS

14th Ave. South on Coutts Highway

V. A. MOWAT, Prop.

Phone 914133

KOBALS GROCERY, 320 13th St. N. - - - - 3951

KOBAL'S GROCERY

GROCERIES - - CONFECTIONERY - TOBACCOS FRESH AND CURED MEATS

Free Delivery .

320 13th Street North

Phone 3951

HAIRDRESSERS

LUCILLE'S BEAUTY SHOP, 242 13th St.	N.	-	-	-	3313
LOTRIEL BEAUTY SALON, York Hotel	-	_	-	-	7012
UNIQUE BEAUTY SHOP, 618 5th St. S.	-	-	-	-	4477
VOGUE BEAUTY PARLOR, 408 13th St.	N.	-	-	-	2287
THE BEAUTY BOX. 539 5th St. S	_	_	_	_	4251

HARDWARE

CONSUMERS' HARDWARE, 516-518 3rd Ave. - 2919, 2920 3762 HICK HARDWARE, 618 3rd Ave. S. -

Hick Hardware Co. Ltd.

GENERAL HARDWARE

HEATING AND PLUMBING GOODS

Mgr. R. W. Stewart

618 - 3rd Avenue S.

Phone 3762

HOYT'S HARDWARE, 608 3rd Ave. S

3863, 3860



Hardware for Farm. Home and Industry



Where You Always Do Better

MACLEOD'S LTD., 324 5th St. S.

4240

Phone 4240

324 5th Street

MacLEOD'S

"The Friendly Store"

EVERYTHING FOR THE FARM CREST TIRE AND AUTO SUPPLIES HOME GUARD INSULATION

MORRIS & BARRETT HARDWARE

Alexandra Hotel

332 - 5 Street S.

Phone 3142

Arlington Hotel

1 Street A and 4 Street S.

Phone 2278

Dallas Hotel

312 - 5 Street S.

Phone 2312

Garden Hotel

510 - 3A South

Phone 3104

Lethbridge Hotel

Cor. 5 St. S. and 2nd Ave.

Phone 3151

Marquis Hotel

Cor. 4th Ave. and 7 Street S.

Phone 319

IMPLEMENT DEALERS			
LETHBRIDGE MACHINERY CO., 1515 3rd Ave. S.	-	3556,	, 202€
INDUSTRIAL SUPPLIES			
LETHBRIDGE MACHINERY CO., 1515 3rd Ave. S.	-	-	3556
INSURANCE			•
THE BOWMAN WALLACE CO., Acadia Bldg	_	-	2325
B. J. MERCHANT, Zorath Bldg	-	-	219

B. J. Merchant

Real Estate - Insurance

Phone 2191

Zoratti Building

LETHBRIDGE, ALBERTA

TH	E MONARCH	LIFE ASSUR	ANCE CO.,	McLeay	Blk.	-	2985
D.	VERWOERD	AGENCIES.	Capital The	eatre Bla	ia		2454

D. VERWOERD AGENCIES

Insurance All Classes: Fire, Automobile, Accident and Sickness Cargo, Property Floaters

Real Estate and Business Locater—Automobile Finance
Office Phone 2454—Residence Phone 4203

Capitol Theatre Bldg.

Lethbridge, Alta.

LADIES' WEAR

LA KAYS', 304 13th St. N.

La-KAY'S

FOR STYLE AND SATISFACTION SHOP AT

"La-KAY'S"

"LADIES' READY-TO-WEAR"

304 13th Street North

MRS. BINDA, Prop.

MARIE-LOUISE SHOP, 217 7th St. S.

- 2965

Marie-Louise

EXCLUSIVE MILLINERY

Sole Representative Ladies' Stetson Hats

HOSIERY - LINGERIE - HANDBAGS - GLOVES - HANKIES

Member Welcome Wagon Service

217 7th St. So.

Hul! Block

Phone 2965

Opposite Galt Gardens

McARTHUR'S LADIES' WEAR, 509 4th Ave. S. - - 2655

McARTHUR LADIES' WEAR

"WHERE STYLE CONSCIOUS WOMEN LIKE TO SHOP"



509 4 Ave. S.

Phone 2655

LOANS

THE BOWMAN WALLACE CO., LTD., Acadia Bldg - 2325

LUMBER DEALERS

ADVANCE LUMBER CO., 13th St & 2nd Ave. S. - - 2063

BEAVER LUMBER CO., 3rd Ave & 17th St. S. - - - 3516

MACHINE SHOPS

LETHBRIDGE MACHINE CO., 1515 3rd Ave. S. - 3556, 2026

LETHBRIDGE MACHINERY CO.

Specializing in

MINING, MILLING, INDUSTRIAL AND SAWMILL MACHINERY, BUILDERS' AND CONTRACTORS' SUPPLIES

We have in supply Webb & Gifford Sawmill Machinery, Planers; DeWalt Power Saws and Repairs; Hornet Chain Saws; Electric Motors; Wisconsin Gasoline Engines; Cement Mixers, Lighting Plants, Water Systems; Hose and Belting; Welding Equipment and Supplies; Glidden Time-Tested Paints; Forks and Shovels; Donald Wire Rope; Screen Wire Cloth; Fire Extingxuishers; Rock Wool Insulation; Draglines and Shovels.

A Complete Line of BUILDER AND CONTRACTOR SUPPLIES

P.O. Box 221

Phones 2026 - 3556 Office and Warehouse: Phones LETHBRIDGE 1515 THIRD AVENUE SOUTH

Phones 2026 - 3556

ALBERTA

MEATS

AIRWAY GROCERY, 14th Ave. on Coutts Highway - 914133

KOBALS GROCERY, 320 13th St. N. - - - - 3951

MAGNETOS

HUTTON'S LTD., 321 8th St. S.

2586

HUTTON'S MAGNETO AND SERVICE

Official Factory Parts and Service
QUALIFIED TECHNICIANS

MAGNETOS

American Bosch Eisemann Fairbanks-Morse Splitdorf

Wico

PHONE

HUTTON'S

2586

IGNITION

Auto-Lite
Carter
Carburetors
Delco Remy
"Ford Electrical"
Ford Carburetors
Fuel Pumps
Speedometers
Windshield
Wipers

Bosch Diesel Fuel Pump Parts and Repairs

321 8th Street South

Lethbridge

PAINTS AND VARNISHES

CONSUMERS' HARDWARE CO., 516-518 3rd Ave.	2919,	2920
HOYT'S HARDWARE CO., 608 3rd Ave. S	3863,	3860
HICK HARDWARE, 618 3rd Ave. S	-	3762
LONG'S FURNITURE CO., Hull Blk., 3rd Ave. S.	-	2369
MORRIS & BARRETT CO., 318 6th St. S	<u>.</u>	2383
SYKES IMPERIAL FURNITURE STORE, 326 6th St. S.	_	2060

PAINTERS

IRVINE BRUCHET, Decorator, 517 12th StA N.	IRVINE	BRUCHET.	Decorator.	517	12th	StA	N.	
--	--------	----------	------------	-----	------	-----	----	--

3257

IRVINE BRUCHET

PAINTERS AND DECORATORS Serving Southern Alberta

517 - 12th St.-A N.

Phone3257

LEN 1	BRUCHET, Decore	ator, 3	29 111	th St	t. S .	-	-		-	3706
CITY	DECORATORS,	635 A	llth	St.	S.	_	_	_	_	4475

City Decorators

PAINTING AND PAPERHANGING

Phone 4475

Prop.: J. Dawson and J. Brueshafer

E.	E.	RIETHMAN, Decorator,	2104	7th	Ave.	S.	-	-	-	5141
c	M	WELLINGTON 611 1	በተኩ ደተ	S	_	_	_	_	_	2472

PHOTOGRAPHERS

A. E. CROSS STUDIO, 614 3rd Ave. S.

2673

YOURS TO LOVE



OURS TO PORTRAY

A. E. CROSS STUDIO

"THE KIDDIES' PHOTOGRAPHER"

Kodak Supplies

Phone 2673

Picture Framing

FRUET STUDIOS, 322 5th St. S.

3954

FRUET STUDIO

Specializing in

- COLORED PORTRAITS
- WEDDING GROUPS
 - CHILD STUDIES

322 5th Street South

A. G. LOADER STUDIO, 539A 5th St. S. - - -

4570

A. G. Loader Studio

"Portraits that Live"

Portraits, Commercial, Flash Wedding and Baby Albums

PICTURES OF ANYTHING, ANYTIME, ANYWHERE

Phone 4570

539A Fifth St. S.

LETHBRIDGE

RADIO SALES, SERVICE AND SUPPLIES

FREMSTAD'S RADIO SERVICE, No. 9 Lafferty Blk. - - 2787

FREMSTAD'S RADIO SERVICE

EXPERT RADIO REPAIRS

Reasonable Prices-Work Guaranteed

A Complete Stock of

FRESH BATTERIES AND "B" PACKS

No. 9 Lafferty Blk.

Phone 2787

JACK'S RADIO SALES & SERVICE, 302 13th St. N. IORDAN'S RADIO & REFRIGERATION SERVICE, 443 19 St. N. 2593

KEPLER'S RADIO & APPLIANCE SHOP, 322A 7th St. S. 4338

Kepler's

Radio and Appliance Shop

Good Service the Backbone of Good Merchandising

Head Office:

411A Eighth Ave. W., Calgary, Alta. Phones M3338-M4338

Branch Office:

322A Seventh St. S., Lethbridge, Alta. - Phone 4338

McKENZIE ELECTRIC	-								3637
MIDWEST ELECTRIC	CO., 12	263 3	rd .	Ave.	S.	-	-	-	3774
ROY ELECTRIC, 406	5th St.	S.	-	-	-	-	-	-	3735
	REAI	E	STA	ATE					
THE BOWMAN WAL					adio	Blo	lg.	-	2325
D. VERWOERD, Capi	tol Thea	tre E	ldg.		_			•	2454
REFR	RIGERA	ATI(ON	SE	\mathbf{RV}	ICE	l f		
JORDAN'S RADIO &	REFRIG	EŘA	TIO	N SI	RVI	CE.			
443 19th St.		-	-	-	-	-	-	-	2593
	REST	'AU	RA	NTS	3				
BENNY'S COFFEE SE	IOP, 412	5th	St.	S.	_	~	-	-	4245
CLUB CAFE, 322 5th	St. S.	-	-	-	-	-	-	-	2149
SHAN-GRI-LA CAFE,	5th St.								
STEAK SHOP, 3rd Av	e. & 8th 1	St.							
YALE CAFE, 212 5th	St. S.	_	-	_	_	-	-	-	3963
YORK COFFEE SHOP	York H	otel,	13t	h St.	N.				

SERVICE STATIONS

ARCTIC SERVICE, 3rd Ave. & 13th St. S. - - - 4162

Arctic Service Station

GAS and OILS — GREASE — WASHING
FIRESTONE and DOMINION TIRES and REPAIRING
WILLARD BATTERIES and ACCESSORIES

LEONARD COYNE, Mgr.

Corner 3rd Ave. and 13th St.

Phone 4162

BANNERMAN MOTORS, 816 4th Ave. S. - - 2045, 2645

COMMERCIAL SERVICE, 1903 3rd Ave. S. - - 2087

GALT SERVICE STATION, Cor. 4th Ave. & 9th S. S. - 2728

GALTS SERVICE STATION

GAS - OILS - TIRES

Auuto Accessories and Parts

Cor. 4 Avenue and 9 Street S.

GAS & OIL PRODUCTS, 1117 2nd Ave. S. -

2417

Gas & Oil Products

R. J. Leonard, Agent

Also Operating Tip Top Service

COMPLETE LINE OF "99" PETROLEUM PRODUCTS
Wholesale and Retail

1117 - 2 AVENUE S.

PHONE 2417

HOPP BROS. GARAGE, 1511 3rd Ave. S.	_	_	_	4408
IMPERIAL MOTORS LTD., 413-417 6th St. S.	_	-	-	2505
LYLES AUTO SERVICE, 404 4th Ave. S	-	_	_	2769
MARQUIS MOTORS, Cor 1st Ave. & 7th St. S.	_	-	-	3736
NORTH LETHBRIDGE MOTORS & WRECKERS,				
313-317 13th St. N	-	-	-	3181
PYRAMID MOTOR SALES, 435 5th St. S	-	-	-	3633
RED HEAD TIRE & BATTERY, 402 4th Ave. S.	_	_	-	3655
RIVERVIEW GARAGE, 616 4th St. S	-	-	-	3881
SHORT STOP SERVICE STATION, 4th Ave. & 8	h S	t. S.	_	4167

SHOES

BON TON SHOE STORE, 505 4th Ave. S. - - - 3784

Bon Ton Shoe Store

SHOES FOR THE ENTIRE FAMILY

505 4th Avenue South

GREEN'S SHOE STORE, 311 5th St. S. -

2982

Green's Shoe Store

"Where Price and Quality Meet"

LADIES' AND CHILDREN'S SHOES
MEN'S SHOES

311 5th Street South

Phone 2982

SIGNS

ART SIGN CO., 118 8th St. S.

2203

THE

Art Sign Co.

MASTER OF MODERN SIGNCRAFT

"The Oldest Sign Firm with the Newest Ideas"

118 8th Street South

J. PATEG, Prop.

Phone 2203

STOVES

·		
CONSUMERS' HARDWARE 516-518 3rd Ave	2919,	2920
HICK HARDWARE, 618 3rd Ave. S	-	3762
HOYT'S HARDWARE, 608 3rd Ave. S		
LONG'S FURNITURE, Hull Blk., 3rd Ave. S		
McLEOD'S LTD., 324 5th St. S		
MORRIS & BARRETT CO., 318 6th St. S	_	2383
SYKES IMPERIAL FURNITURE, 326 6th St. S	-	-2060
TAXI SERVICE		
ALEX TAXI, Alex Hotel	-	3882
CITY TAXI, 406 4th Ave. S		4560
STAR TAXI, 710 3rd Ave. S	_	445

п	n		T	т
	١,	Λ	*	4
	Ł.	$\boldsymbol{\sigma}$		

UNITED CABS

- 2224, 3838, 4440

THEATRES

CAPITOL THEATRE, 5th St. S. ROXY THEATRE, 5th St. S.

2080

2050

Majestic Theatres

CAPITOL THEATRE

5 Street S.

Phone 2080

ROXY THEATRE

5 Street S.

- Phone 2050

TIRES

ARCTIC SERVICE STATION
BANNERMAN MOTORS
COMMERCIAL SERVICE
GALT SERVICE STATION
HOPP BROS. GARAGE
IMPERIAL MOTORS LTD.
LYLES AUTO SERVICE
MARQUIS MOTORS
NORTH LETHBRIDGE MOTORS & WRECKERS
PYRAMID MOTORS SALES
RED HEAD TIRE & BATTERY
RIVERVIEW GARAGE
SHORT STOP SERVICE STATION
TOM'S TIRE SHOP, 518 5th St. S.

2223

TOM'S TIRE SHOP

TIRES AND TUBE REPAIRING—BELT SPLICING RECAPPING

518 5th St. South

Lethbridge

TRANSFERS

McLEAN TRANSFER, 640 6th St. S. - - -

2097

McLEAN TRANSFER



LOCAL AND LONG DISTANCE MOVING CRATING, PACKING AND SHIPPING STORAGE

Mgr. D. G. McLean

Phone 2097

640 6th Street S.

UPHOLSTERERS

GRAHAM & JELF'S, 611 6th Ave. S. -

3470

GRAHAM & JELFS

Upholstering of All Kinds

Specialize in

- CAR SLIP COVERS
 - RECOVERING TRUCK SEATS
 - LINOLEUMS AND DRAPERIES

611 6th Avenue South

SHAMES UPHOLSTERING CO., 106 5th St. S.

SHAMES UPHOLSTERING CO.

' CHESTERFIELDS AND CHAIRS RECOVERING AND REPAIRING

> Specialize in **CUSTOM WORK**

122 5th St. South

LETHBRIDGE

WASHING MACHINES

LETHBRIDGE APPLIANCES CO. LTD. 317 8th St. S. - - 4456

LETHBRIDGE APPLIANCES CO. LTD.

MAYTAG SALES AND SERVICE

Repairs to All Makes of

WASHERS - IRONERS - VACUUM CLEANERS SMALL GAS ENGINES

Phone 4456

317 8th Street S.

WELDERS

G. A. BELL, 317 4th St. S. - - -

- - - 4528

G. A. BELL

General Farm and Machine Repairs

BLACKSMITHING - WELDING

Bring Us Your Work-Our Prices Are Right

317 4th Street South

CENTRAL WELDING, 323 4th St. S. - -

3899

SEE

ENTRAL WELDING

For Your

Electric and Acetylene Weling, Brazing and Cutting Portable Equipment

Specializing in

- FISH-PLATING TRUCK FRAMES
 TRUCK LENGTHENING JOBS
 GRILL GUARDS

Repairs to

GENERAL FARM MACHINERY

D. E. WHITE AND E. C. SILZER, Props. PHONE 3899

323 Fourth Street South

Lethbridge, Alberta

EAST END WELDING CO., 1605 3rd Ave. S. - - -

2488

EAST END WELDING SHOP

GENERAL WELDING - BLACKSMITHING TANK BUILDING — ORNAMENTAL IRON WORKS

1605 3rd Ave. South

Phone 2488

H. G. GOWIN, 3rd Ave. & 4th St. S. - - - -

H. G. GOWIN

MACHINE WORK

ELECTRIC AND ACETYLENE WELDING

328 4th Street South

LETHBRIDGE

Due to a slight infringement on the Alberta Government. Telephones and due to them changing some of the numbers in Lethbridge shortly, we are unable to print the "Who Phoned" section at the rear of this book. If at some later time we are able to print same, we will give our advertisers the benefit of this at no extra cost.

#1 .

JACK'S RADIO SALES AND SERVICE

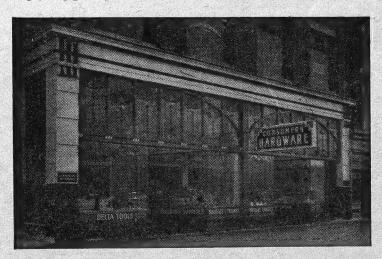


HOUSEHOLD APPLIANCES, ELECTRICAL APPLIANCES
APEX VACUUM CLEANERS, APEX WASHERS
COOLERATOR REFRIGERATORS, STOVES
LIGHTING PLANTS

302 13th St. N.

Phone 79721

CONSUMERS' HARDWARE AND SUPPLY



PAINTS, STOVES, SPORTING GOODS ELECTRICAL APPLIANCES, PLUMBING SUPPLIES TRUNKS AND BAGGAGE

516-518 3rd Ave. S.

LETHBRIDGE, ALBERTA

3838

Long Distance Moving

DAILY TRIPS

MEDICINE HAT, LETHBRIDGE AND CALGARY

2065 - Phones - 2684

ROBERTSON TRANSPORT

Head Office: Medicine Hat Bob Ayling, Proprietor

410 3rd AVENUE S.

LETHBRIDGE, ALBERTA

4440

STEED

4440

CABS

Beaver Lumber Co. Ltd.

Building Materials of All Kinds

3rd Ave. & 17th St. S.

Phone 3516

2224 - UNITED CABS - 3838